ARCHIE SERIES
06961
JULY
NO 218
SNAP TO WHEN I CALL, YOU LONG DRINK OF WATER!
I KNEW THERE WAS A TIGER UNDERNEATH THAT PUSSYCAT EXTERIOR!
20¢
APPROVED BY THE COMICS CODE AUTHORITY
Distrib'd by Fawcett
Jughead
I GOT HIM THIS CLASSY STATUS SYMBOL--- AND HE STILL WON'T TAKE A BATH!
HOT DOG
HOT DOG
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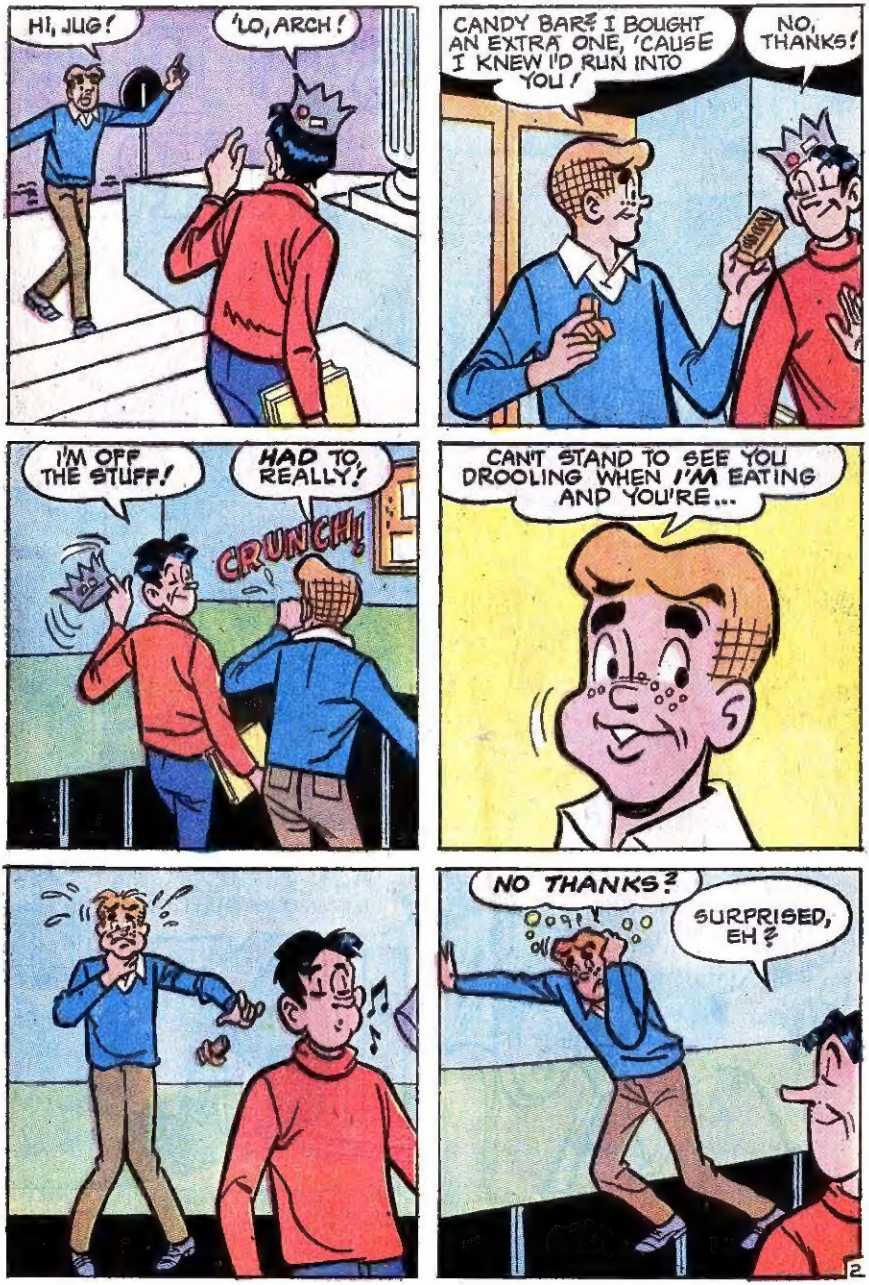

HI, JUG!
'LO, ARCH!
CANDY BAR? I BOUGHT AN EXTRA ONE, 'CAUSE I KNEW I'D RUN INTO YOU!
NO, THANKS!
I'M OFF THE STUFF!
HAD TO, REALLY!
CRUNCH!
CAN'T STAND TO SEE YOU DROOLING WHEN I'M EATING AND YOU'RE...
NO THANKS?
SURPRISED, EH?
2

TM & © 2008 ARCHIE

DIDN'T THINK THE OL' JUG COULD DO IT, EH?
JUGGIE! YOU'RE IN LUCK! IT'S COOKIE DAY!
COOKING
SORRY, GIRLS! YOU'LL HAVE TO GET A NEW GARBAGE PAIL!
I'M ON THE WAGON!
YOU HEARD?
HONESTLY, MISS GRUNDY! HE WOULDN'T ACCEPT ONE COOKIE!
AND OUR COOKIES ARE ALMOST EDIBLE!
YOU GIRLS WOULDN'T MAKE UP SUCH A FANTASTIC THING!
I'D BETTER SEE MISTER WEATHERBEE!

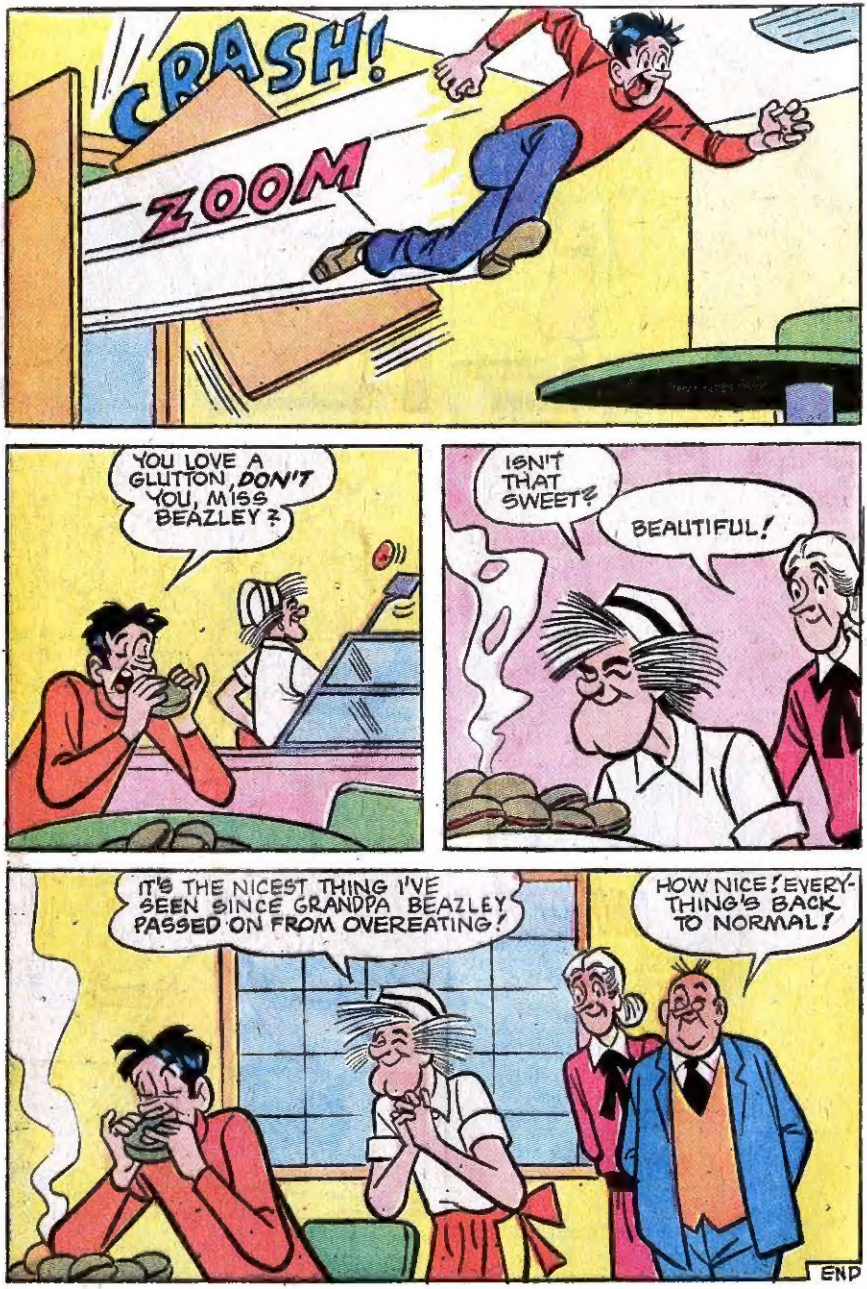
TM & © 2008 ARCHIE

YOU JEST, MISS GRUNDY! OR DO YOU PREFER "YOU'RE PUTTING ME ON?"
I'M TELLING IT LIKE IT IS!
TELL ME THE LITTLE GREEN MARTIANS HAVE LANDED..OKAY! MAYBE I'LL BELIEVE YOU!...MAYBE!
BUT JUGHEAD.. REFUSING FOOD?
NO WAY! AND I'LL PROVE IT!
YOU? YOU ARE TURNING DOWN MY OFFER OF SOME OF MY FAVORITE CHOCOLATE CANDIES?
YES, SIR
SEE?
4

TM & © 2008 ARCHIE

THERE'S ONLY ONE POSSIBLE EXPLANATION FOR HIS ACTIONS! HE'S SICK!
VERY SICK!
YOU TWO ARE TALKING NONSENSE!
NO! IT'S TRUE! IT MUST BE A VERY SERIOUS ILLNESS! POOR KID! I'LL MISS HIM!
HUMBUG!
YOU HAD THE RIGHT CURE, BUT THE WRONG MEDICINE!
WHOOSH
5

TM & © 2008 ARCHIE


CRASH!
ZOOM
YOU LOVE A GLUTTON, DON'T YOU, MISS BEAZLEY?
ISN'T THAT SWEET?
BEAUTIFUL!
IT'S THE NICEST THING I'VE SEEN SINCE GRANDPA BEAZLEY PASSED ON FROM OVEREATING!
HOW NICE! EVERYTHING'S BACK TO NORMAL!
END

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STRAT-O-MATIC BASEBALL is the best baseball game I ever have had. Kids swamp over the back porch to play this game! Boy, it is a lot of fun! Thank you for making such a wonderful game. —*P. C., Attleboro, Mass.*

Just like real baseball. It is fun to play. —*G. V., Cincinnati, O.*

As close to realism as one can get and therefore far more superior to other competing baseball games. —*F. T., Manila, P.I.*

Although it's fantastically realistic, it's also very simple to play. —*A. F., Los Angeles, Calif.*

I'm one hundred percent satisfied with it. The game provides hours of fun for me and my friends. It's very realistic, and true to life. —*C. H., Lanett, Ala.*

The best baseball game. It is realistic and yet not too difficult to play. —*P. M., Port Huron, Mich.*

Thank you for creating such an exciting yet realistic game and putting a shine to what might have been a boring summer. —*N. S., Los Angeles, Calif.*

Boys are waiting in line to play the game! —*A. H., Chicago, Ill.*

It has given me more pleasure than any other game. —*S. E., Rossville, Ind.*

The most exciting and fun game ever. —*L.S., Boston, Mass.*

It is so stupendous, words can't explain. —*J. R., Brooklyn, N. Y.*

Best on the market. —*J. E., Miami, Fla.*

Has given me more enjoyment than I have ever had from any one thing in my entire life. It's worth its weight in gold. As I love baseball, this game gives me something enjoyable to do during the off seasons as well as during the season. —*S. C., Temple City, Calif.*

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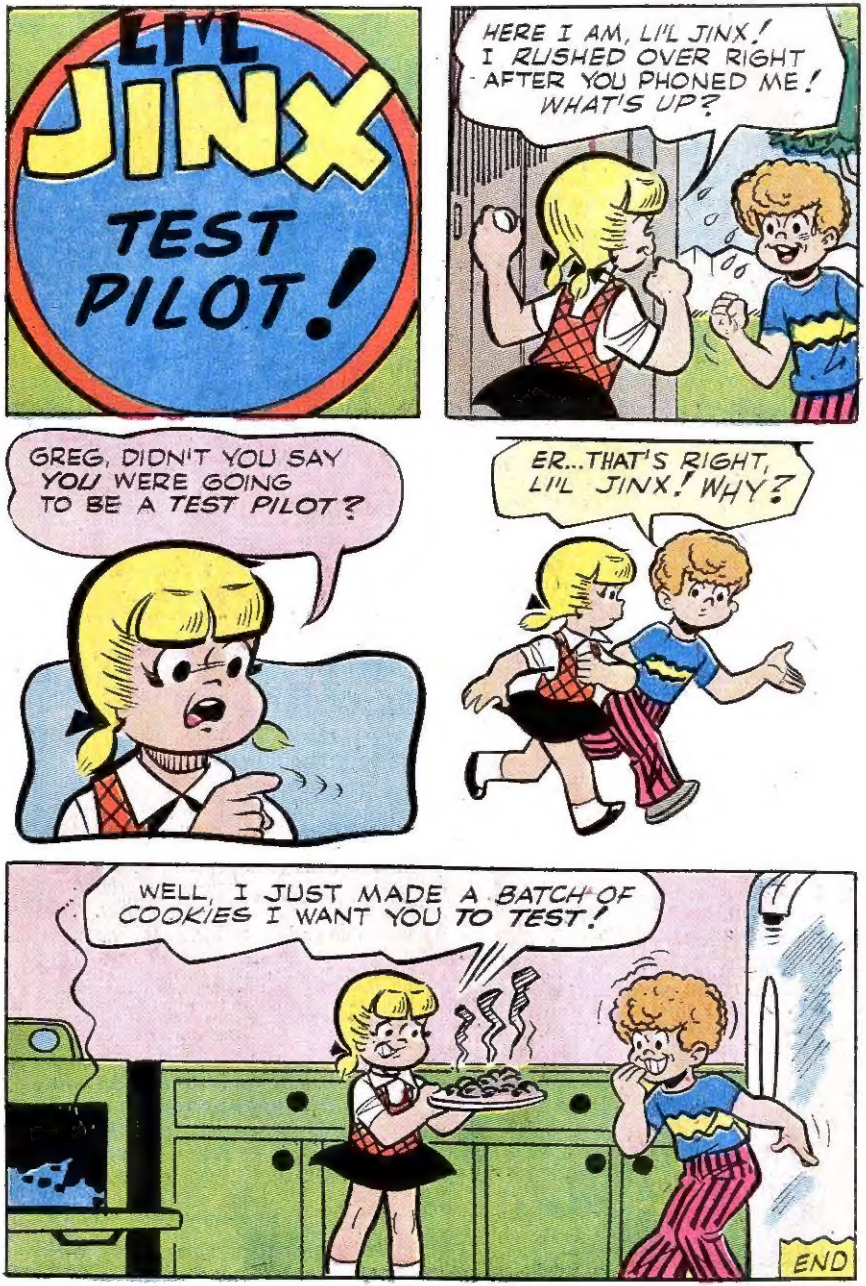
LI'L JINX TEST PILOT!
HERE I AM, LI'L JINX! I RUSHED OVER RIGHT AFTER YOU PHONED ME! WHAT'S UP?
GREG, DIDN'T YOU SAY YOU WERE GOING TO BE A TEST PILOT?
ER...THAT'S RIGHT, LI'L JINX! WHY?
WELL, I JUST MADE A BATCH OF COOKIES I WANT YOU TO TEST!
END

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Jughead
SALE TALE
WHO WANTS TO BUY A BOOK WITH THE PHONE NUMBER OF EVERY CHICK IN TOWN?
I'LL BUY IT! I'LL BUY IT!
RIVERDALE TELEPHONE DIRECTORY
END

Jughead
BREAD SPREAD
JUG, WHY ARE YOU PUTTING PEANUT BUTTER ON YOUR HAMBURGER?
'CAUSE WE'RE OUT OF KETCHUP!
SERVES ME RIGHT FOR ASKING!
END

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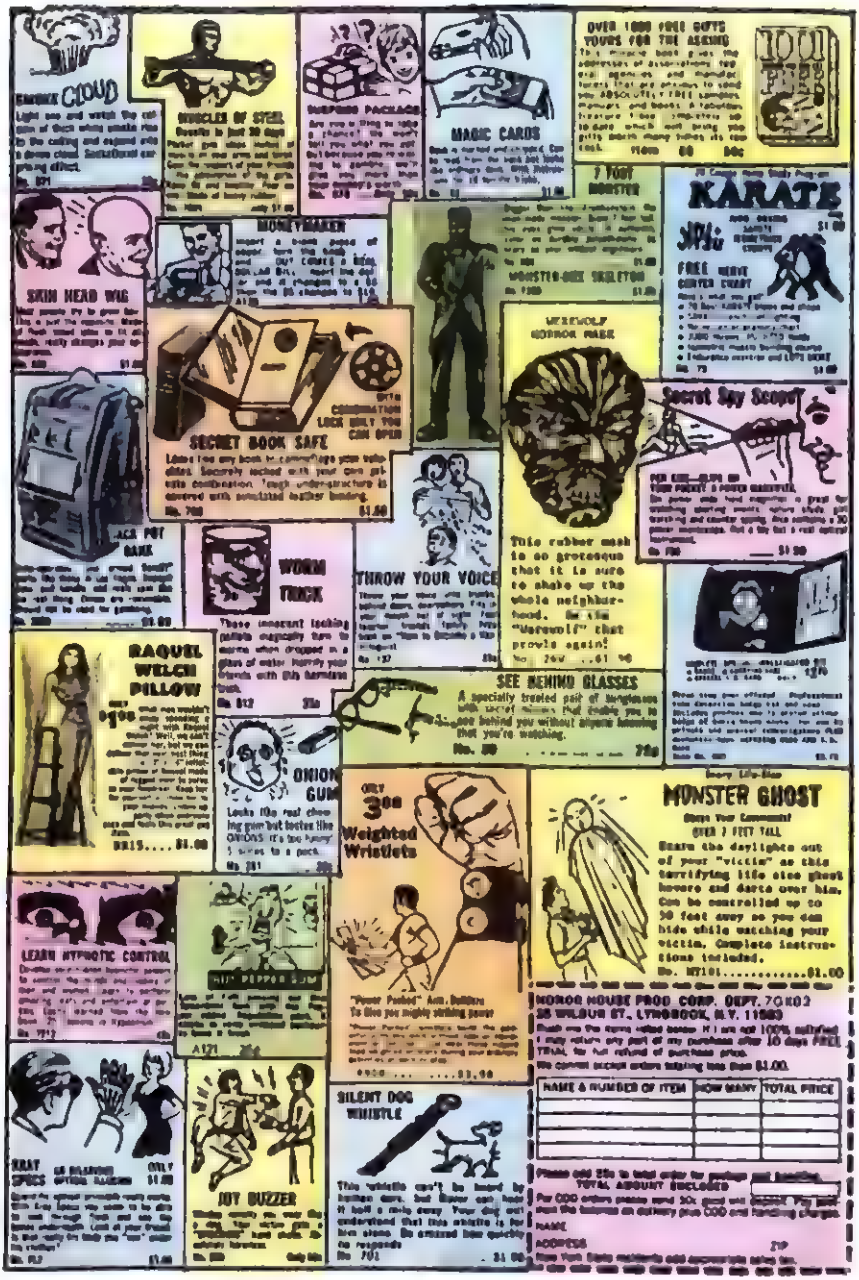

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Jughead
MASTER PLAN
NOW HEAR THIS AND HEAR IT GOOD, YOU LONG DRINK OF WATER! I WANT YOU TO GET OUT OF MY HAIR AND STAY OUT OF MY HAIR! DIG?

TM & © 2008 ARCHIE

NOW YOU GET OFF MY BACK, BIG ETHEL, OR I'LL PLANT YOU LIKE A PETUNIA!
OKAY! OKAY! STOP! IT'S ME, ARCH! STOP! YOU DID GREAT!
AWRIGHT, YOUSE GUYS---
...HUH?.. OH! ARCHIE!... I DID OKAY?
FINE! JUST FINE!
YOU CAN DO IT, BOY! YOU JUST PROVED IT BY PRETENDING I WAS BIG ETHEL!
DON'T YOU SEE, PAL? SHE'S JUST ANOTHER DUMB OLD GIRL!
TRUE!
I KNOW THAT... AND YOU KNOW THAT!
WHAT MORE DO YOU NEED?

TM & © 2008 ARCHIE

BIG ETHEL! SHE DON'T KNOW IT!
SHE ACTS LIKE SHE OWNS ME! SHE TREATS ME LIKE A PET POODLE!
I KNOW!
THAT'S WHY WE'VE BEEN PRACTICING! THAT'S WHY WE'VE BEEN PRETENDING THAT I'M BIG ETHEL!
SO YOU COULD LEARN TO ASSERT YOURSELF! BE A MAN! DON'T TAKE ANY NONSENSE!
YEAH!
YOU DON'T LIKE WOMEN! WHY LET HER GIVE YOU TROUBLE?
YEAH! YEAH!
YOU'RE RIGHT! AND I'VE HAD ENOUGH PRACTICE! NOW I'M READY FOR THE REAL ETHEL!

TM & © 2008 ARCHIE

BIG ETHEL!
SNAP TO WHEN I CALL, YOU LONG DRINK OF WATER!
I WANT YOU TO GET OFF MY BACK! LEAVE ME ALONE! BE SEEN, BUT NOT HEARD! DIG?
DIG!
IN FACT.. DON'T BE SEEN EITHER!
HE'S DOIN' FINE! REAL FINE!
WOW!
ARE YOU EVER MANLY! WHAT CAN I DO FOR YOU, MASTER?
GET LOST!
4

TM & © 2008 ARCHIE

YOUR WORD IS MY COMMAND!
WHAT WE'LL DO IS - WE'LL BOTH GET LOST! LIKE WOW! YAHOO!
DROP OUT OF THE WORLD! JUST THE TWO OF US! ALONE.... TOGETHER!
YOU MASTER - ME SLAVE! YOU COMMAND - I OBEY!
I KNEW THERE WAS A TIGER UNDERNEATH THAT PUSSYCAT EXTERIOR!
IF I EVER RETURN, ARCH, I'D LIKE A FEW WORDS WITH YOU!
IT SEEMED LIKE A GOOD IDEA AT THE TIME!
END

TM & © 2008 ARCHIE

Jughead
HANDY DANDY
SON, I HAVE SEVERAL CHORES FOR YOU!
TAKE YOUR PICK!
LET ME BLINDFOLD MYSELF!
I'LL GO TO WORK ON THE FIRST THING I TOUCH!
END

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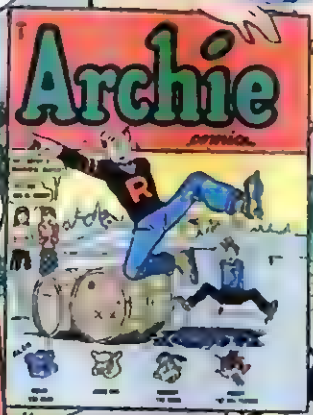

TO RECEIVE YOUR FREE NOSTALGIC COVER POSTER, SIMPLY SEND FOR THE ALL NEW ARCHIE ANNUAL BY FILLING OUT THIS COUPON BELOW

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1116 FIRST AVE
NEW YORK, N.Y. 10021

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NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

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Jughead
FIRST THINGS FIRST
HEY! THEY POSTED THE FIGURES ON THE SCHOOL MAGAZINE DRIVE!
ARCHIE'S WAY OUT IN FRONT!
REGGIE'S SECOND!
I'M PERSONABLE...CHARMING...ELEGANT! WHAT'S ARCHIE GOT THAT I HAVEN'T GOT?
JUGHEAD!

TM & © 2008 ARCHIE

WHAT IS JUGHEAD'S FIRST LOVE?
WHY, FOOD, OF COURSE!
EVERY RESTAURANT OWNER IN TOWN LOVES JUGGIE BECAUSE HE'S ALWAYS EATING!
IT FIGURES! HE'S GOTTA BE THEIR BEST CUSTOMER!
SO-WHEN HE ASKS THEM TO PUSH ARCHIE'S MAGAZINE SALES..
GASP!
THAT'S UNFAIR BUSINESS PRACTICE! THEY'RE SHOVING MAGAZINE SALES ONTO THEIR CUSTOMERS!
TO PLEASE JUG... WHO'S TRYING TO PLEASE ARCHIE!
RIGHT!
YOU GOING TO PROTEST THIS UNFAIR BUSINESS PRACTICE?
HECK, NO! I WANT TO GET IN ON IT!

TM & © 2008 ARCHIE

MAN! IF I HAD A G'MMICK LIKE JUGHEAD'S STOMACH WORKING FOR ME!
THE HECK IT IS!
OH YEAH? A FAT LOT YOU KNOW!
AM I HEARING THINGS?
I'M RIGHT! THEY'RE FIGHTING!
JUST STAY OUT OF MY LIFE!
IT'LL BE MY PLEASURE!
EEYAHOO! THE FATES HAVE SMILED ON ME!
JUG! JUGHEAD OLD BUDDY!
COULD THERE BE ANOTHER JUGHEAD IN TOWN?
5

TM & © 2008 ARCHIE

YOU FINALLY FOUND OUT THE TRUTH ABOUT ARCHIE, EH?
PIG HEADED! THAT'S WHAT HE IS!
AND AFTER ALL YOU DID FOR HIM! ALL THOSE RESTAURANTS IN TOWN! TSK! TSK!
YEAH!
ALL SELLING ARCHIE'S MAGAZINES JUST AS A FAVOR TO YOU, RIGHT?
RIGHT!
Preston's Ptomaine Palace
JUGHEAD! HOW NICE TO SEE YOU!
HI, MR. PRESTON. THIS IS REGGIE MANTLE!
MR PRESTON, YOU BEEN UNLOADING A LOT OF MAGAZINE SUBSCRIPTIONS FOR THIS GUY, ARCHIE ANDREWS, RIGHT?
FOR JUGHEAD IT'S THE LEAST WE CAN DO!
WELL, WHAT MY BUDDY AND I WANT TO DO IS SHOW THAT PIG HEADED CREEP WHERE TO GET OFF!
4

TM & © 2008 ARCHIE

FROM NOW ON WE'D LIKE YOU TO SELL EVEN MORE!
BUT TELL HIM WHO TO SELL FOR, BUDDY!
SURE!
FOR THAT PIG HEADED CREEP, ARCHIE ANDREWS!
YOU JUST HAD A BIG FIGHT WITH HIM! HOW CAN YOU CONTINUE TO HELP HIM?
Preston's Ptomaine Palace
REGGIE, WHAT'S THE MOST IMPORTANT THING IN THE WORLD TO ME?
FOOD! WE ALL KNOW THAT!
UH, UH! LOYALTY!
RIGHT, YOU RED HEADED BABOON?
YOU TELL IT LIKE IT IS, YOU BIG BEAKED GOONEY BIRD!
BLAAGH! THOSE DINGBATS DON'T EVEN KNOW HOW TO HATE!
END

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JUGHEAD NO 218 JULY MEMBERSHIP — TWENTY-FIVE CENTS

FIRST PRIZE — $5.00

REPORTED

BARBARA DORSEY

152 Stateline Road

Wilmington, Delaware 19810

Dear Archie,

Don't throw away tin cans! You can make [illegible] out of them. It takes an old tin can and covers it with construction paper. Use any design or color [illegible] to you. You can even use white paper and then paint on it and [illegible] you can design. After you have the outside [illegible] all you have to do is put on the top of the can. Once that is done you have a pencil holder or you can make a basketball by putting marbles in it and that's fun.

Making things from tin cans is a lot of fun. It is a good [illegible] to fight against [illegible] and to recycling [illegible] old tin cans into something more useful than garbage.

SECOND PRIZE — $3.00

REPORTED

DIANN FREEMAN

559 New Bern Avenue

Raleigh, North Carolina 27601

Dear Archie,

I am taking French in school for the first time, and I wanted to tell everyone how much fun it is. We started the class by learning a few simple things. My teacher has been to France several times and she tells us about some of the things she saw there.

Some of the words I learned in class are: chien (dog), garcon (boy), fille (girl), mere (mother), pere (father), ami (friend) and Dieu (God). I also learned how to count in French: un (one), deux (two), trois (three) quatre (four) and cinq (five.)

I am now looking for a French pen-pal because I plan to become a French teacher and I would like to increase my knowledge of France and the French people.

Before I end my letter, I'd just like to say, "Avec mon stylo j'ecris dire l'Archies sont extraordinaire!" And that means, "With my pen I write to say the Archies are extraordinary!"

Au revoir Monsieur Archie!

THIRD PRIZE — $2.00

REPORTED

BONNIE CARSON

120 Limestone Street

Caribou, Maine 04736

Dear Archie,

I am in the sixth grade and I am working on a project for a school science fair. I have to build something for the science fair and then I have to write a report, make two posters and find magazine articles about my project.

I have decided to build a volcano. In order to make my volcano exact, I'm going to build two copies of it, a practice copy and then the real thing.

Volcanoes are really quite fascinating. I've learned that some islands are formed from volcanoes. I also found out what volcanoes really look like when they erupt.

I am really going to enjoy working on my project. I'll have a lot and I'll also have a good time as I learn.

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FOURTH PRIZE — $1.00

REPORTER
CATHY FINN
10 Montgomery Street
St. John's, Newfoundland
Canada

Dear Archie,

I would like to tell you about my budgie bird, Pete. A budgie bird is an Australian parakeet. Pete has a green stomach with a yellowish-brown beak and he has black eyes. He has a yellow face with black stripes down his head and there is a little blue just below his beak. He has a long blue tail, whitish feet and black stripes on his wings.

Pete is seven years old and he has been living with us since he was born. He has always gotten along well with my dog. Pete is a fine pet and I even consider him a fine friend.

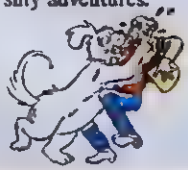
FIFTH PRIZE — $1.00

REPORTER
JOAN MONIAS
Rossville School
Norway House
Manitoba, Canada
Rob Ibo

Dear Archie,

I am writing to you for the first time. I am an Indian girl and I live in Manitoba. It is cold up here and the snow gets very deep.

My favorite comic books are ARCHIE and JUGHEAD. I like all of your comic books because they are funny and entertaining. Every night, right before I go to bed, I read a few of your comics. I find them very interesting, and I enjoy reading about your silly adventures.



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MAIL YOUR LIST TO:
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% ARCHIE COMIC PUB.
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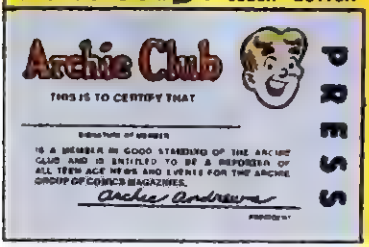

Be An **Archie Club** MEMBER

eligible to win **cash prizes** and a **big byline** in an **Archie Series Comic!** By joining the **ARCHIE CLUB** as an **official reporter** . . you get a dressy colorful Official **ARCHIE CLUB BUTTON**, and a handsome, authentic **ARCHIE REPORTER PRESS CARD!**

Fill out this coupon now and mail it with 25c in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB
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Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25c in coin to cover the cost of mailing and handling. Send to:

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RINSES AWAY BLACKHEADS
HELPS DRY UP ACNE PIMPLES

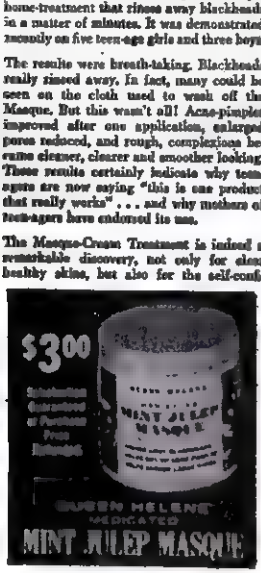
In 15 Minutes or Your Money Back!

Queen Helene Mint Julep Masque 15 Minute Treatment Must Show Immediate Improvement or — YOUR MONEY BACK!

A New York Doctor, working with a cosmetic laboratory, has developed a simple home-treatment that rinses away blackheads in a matter of minutes. It was demonstrated recently on five teen-age girls and three boys.

The results were breath-taking. Blackheads really rinsed away. In fact, many could be seen on the cloth used to wash off the Masque. But this wasn't all! Acne-pimples improved after one application, enlarged pores reduced, and rough, complexions became clearer, clearer and smoother looking. These results certainly indicate why teen-agers are now saying "this is one product that really works" . . . and why mothers of teen-agers have endorsed its use.

The Masque-Cream Treatment is indeed a remarkable discovery, not only for clear healthy skins, but also for the self-confidence, poise and self-esteem a fine complexion brings to teen-agers!



Anyone Can Use It

If you suffer the agony of teen-age blackheads, acne-pimples and rough unsightly complexions, give yourself this home treatment at our risk. Apply this delightfully Mint-Scented Cream and within 2 or 3 minutes an absorbing agent, called Argilla, dries and turns this cream into a plastic-like masque. You will now feel as though hundreds of "tiny fingers" were softly kneading the skin, loosening pore-caked dirt, blackheads and foreign impurities.

As it firms and hardens, its suction-action draws out waste matter from the pores . . . In 15 minutes you simply rinse the masque away with lukewarm water which dissolves it immediately. When you wipe your face, you can see that blackheads and other pore "filler" actually come off on your towel. And your skin feels clean . . . really clean . . . refreshed, smooth like velvet!

Start Now Improve Your Complexion

Don't take a back seat or be a wall-flower because of bad skin. If you want to get your full share of fun and parties . . . clear up your complexion and let Mint Julep Masque "Lend the Way"! You certainly owe it to yourself to try a single fifteen minute home treatment to convince yourself that this new Queen Helene masque-cream can work wonders for you.

Attention! MOTHERS of Teen-Agers

Queen Helene Mint Julep Masque is a MUST for you, too! It will help tighten sagging skin on face and throat, relax tired face muscles and stimulate a fresher, clearer, more youthful complexion. Try a medicated Mint Julep Masque Treatment YOURSELF. You'll be delighted with the skin-tightening experience and more alive feeling that comes with every treatment.

Queen Helene Mint Masque is only $3.00 for the six ounce jar, enough for over 3 months of daily home treatments. Buy it today! Start using it immediately! Prove it to yourself at our risk, for one full month. If, at any time during the month, you are not completely satisfied, simply return the unused portion and you will get back every penny of your purchase price.

SEABATE SALES CORP. DEPT. 16642
1044 Northern Blvd., Roslyn, N.Y. 11576

Send me the Queen Helene Mint Julep Masque as indicated on guarantee of satisfaction or money back.

- ☐ 6-oz. jar enough for 3 months $3.00
- ☐ SPECIAL! Two (2) jars $5.00. Limited time.
- ☐ Money enclosed, send postpaid.

NAME _____
Please Print
ADDRESS _____
CITY _____
STATE _____ ZIP _____

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WHAT'S WRONG, BETTY? YOU LOOK ALL SHOOK UP! ANYTHING SERIOUS?
I'LL SAY! THERE'S BEEN ANOTHER ROBBERY IN THE NEIGHBORHOOD!
Jughead
BEWARE
THAT'S THE FOURTH ONE IN THE LAST WEEK AND A HALF!
I'M GETTING AFRAID TO STAY IN MY HOUSE ALL BY MYSELF!

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I DON'T BLAME YOU, BETTY! THE WHOLE NEIGHBORHOOD IS SHOOK UP!
NOT ME! I'VE STILL GOT MY COOL!
WHY? IS YOUR HOUSE BURGLAR PROOF?
I'VE GOT A FOOL PROOF BURGLAR ALARM!
HE'S THE GREATEST WATCH DOG ANYONE COULD WANT!
ARE YOU KIDDING? ALL A BURGLAR WOULD HAVE TO DO IS GIVE THAT WALKING STOMACH A T-BONE STEAK AND HE'LL ROLL OVER AND PLAY DEAD!
HOT DOG? NEVER! HE WOULDN'T SELL OUT FOR A STEAK!
2

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ARE YOU KIDDING? FOR ONE HAMBURGER HE'D OPEN THE FRONT DOOR AND SHOW THE BURGLAR WHERE YOU KEEP THE VALUABLES!
NO WAY!
HOT DOG IS HONEST, LOYAL, FAITHFUL AND..
CHICKEN!
NO! FEARLESS! THIS NOBLE BEAST DOESN'T KNOW WHAT FEAR IS!
I'D STILL RATHER RELY ON A BURGLAR ALARM THAN HOT DOG!
WHY SPEND A LOT OF MONEY INSTALLING A BURGLAR ALARM WHEN WE'VE GOT HOT DOG TO STAND GUARD!
THE MERE SIGHT OF HIM IS ENOUGH TO SCARE ANYONE AWAY!

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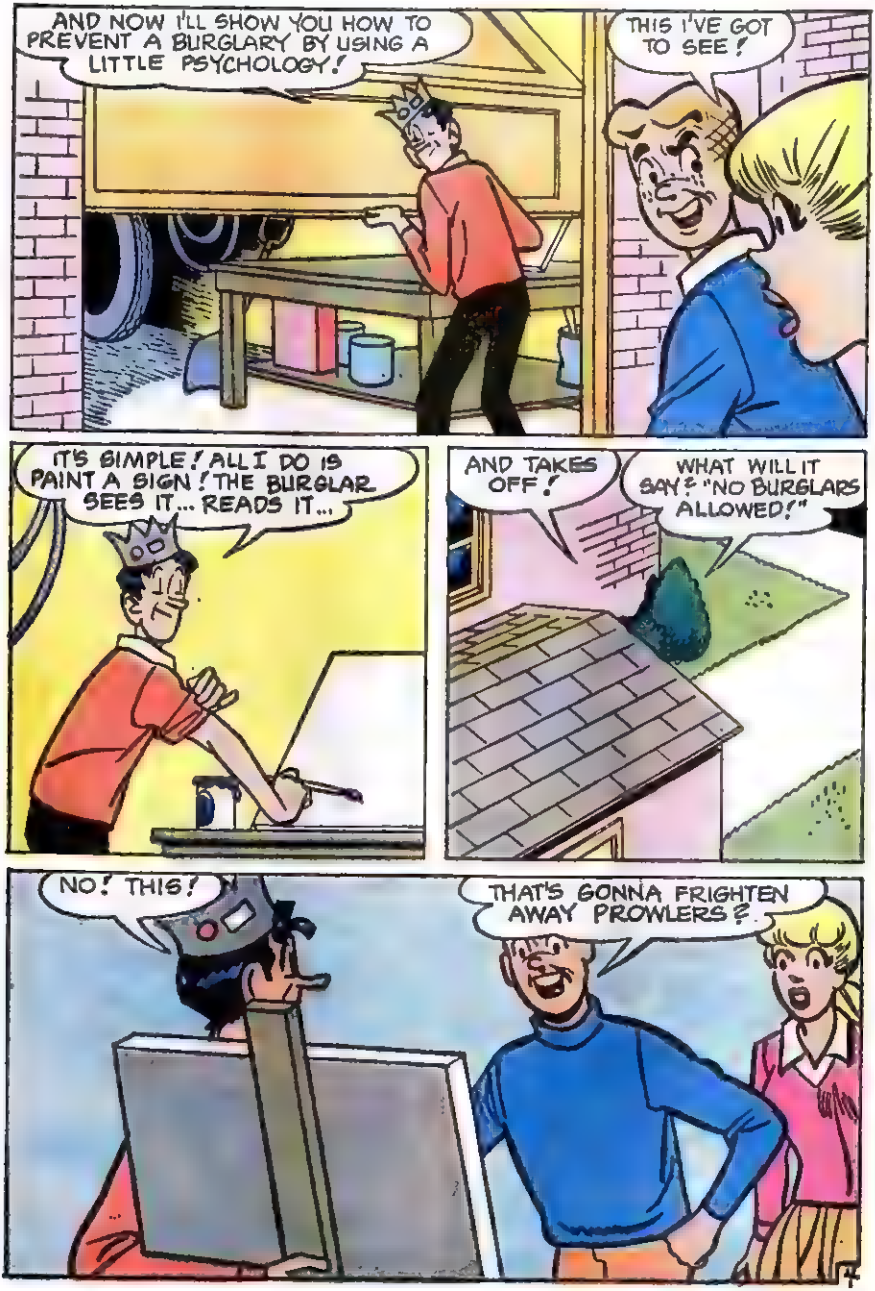
AND NOW I'LL SHOW YOU HOW TO PREVENT A BURGLARY BY USING A LITTLE PSYCHOLOGY!
THIS I'VE GOT TO SEE!
IT'S SIMPLE! ALL I DO IS PAINT A SIGN! THE BURGLAR SEES IT... READS IT...
AND TAKES OFF!
WHAT WILL IT SAY? "NO BURGLARS ALLOWED!"
NO! THIS!
THAT'S GONNA FRIGHTEN AWAY PROWLERS?

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Now you can choose the career you've always wanted - even if you never went to college.

Because of the demand for trained specialists in today's business world, we can now help you move into the business or technical field of your choice, in less time than you may think. Here's how to do it—in three simple steps—even if you never went to college.

First, take the time to select the business or technical field that you really want to succeed in. The one you'll be happy to work in the rest of your life. The one you've always wanted to enter, if only you had the chance.

Second, try to find out as much as possible about the career field you've chosen. How much money you could expect to earn. And what the chances are for promotion, or getting started in a business of your own. So you can be sure that moving into this new field is really worthwhile.

Third, decide how you're going to get the specialized training you need to break into this new field. The kind of training that today's employers respect, and are willing to pay for. Regardless of your past experience.

Free Guidance Materials

To help you select the field that's right for you, the two special coupons below list many of the business and technical careers where your talents may now be needed and appreciated, even if you never went to college. And we can help you find out what you should know about the field you like best. Simply check off your career choice, and mail the coupon today.

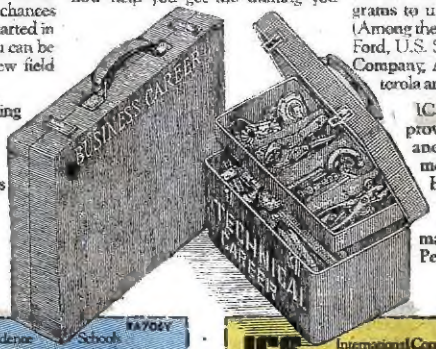
Free Guidance Booklet

In return, you will receive a free ICS Career Guidance Booklet that describes the opportunities you might expect in your newly-chosen field. It will also explain how the new ICS can now help you get the training you need to break into this new career field ...right in your home...during your spare time...without losing a single day's pay from your present job...and without ever setting foot in a classroom.

Free "Demonstration Lesson"

In addition, you'll receive a free "Demonstration Lesson" that lets you see for yourself why the job skills you need —the ICS way—may be easier than you think.

More than 8,500,000 men and women have turned to ICS for career training since 1890. Some 2,000 American firms and government agencies are also using ICS training programs to upgrade their employees. (Among these firms are such names as Ford, U.S. Steel, Chrysler, Mobil, 3M Company, Alcoa, Pan Am, GE, Motorola and RCA.)



ICS career training is approved for veterans training and ICS is an Accredited member of the National Home Study Council. Just mail one coupon today for your free guidance materials to: ICS, Scranton, Pennsylvania 18515.

RA702Y

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Scranton, Pennsylvania 18515

Send me a free ICS Career Guidance Booklet and a free "Demonstration Lesson" for the business field I have checked below. I understand that I am under no obligation.

- ☐ Accounting
- ☐ Bookkeeping
- ☐ Business Management
- ☐ Computer Programming
- ☐ Executive Secretary
- ☐ Hotel Management
- ☐ Income Tax Specialist
- ☐ Interior Decorating & Design
- ☐ Legal Secretary
- ☐ Marketing, Advertising Sales Mgt.
- ☐ Medical Secretary
- ☐ Motel Management
- ☐ Restaurant, Club Management

Mr., Mrs., Miss _____ Age _____
Address _____ Apt. _____
City _____ State _____ Zip _____

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- ☐ Architecture
- ☐ Air Conditioning, Refrigeration & Heating
- ☐ Automotive Mechanics
- ☐ Auto Body Rebuilding Specialist
- ☐ CATV Technician
- ☐ Engineering (Civil, Electrical, Mechanical, Chemical)
- ☐ Communications, Broadcasting Technician
- ☐ Computer Servicing
- ☐ Diesel, Gas Mechanic
- ☐ Drafting
- ☐ Electrician
- ☐ Electronics Technician
- ☐ Engineering Technician
- ☐ FCC Licensing (Electronics)
- ☐ Surveying & Mapping
- ☐ TV Servicing & Repair

☐ Check here for special information, if age 16 or under.

Mr., Mrs., Miss _____ Age _____
Address _____ Apt. _____
City _____ State _____ Zip _____

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NATIONALLY ADVERTISED 1973 MODELS
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ARGOSY DIRECT DRIVE TROLLING REEL
6 ft. 2 section BAMBOO ROD
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STRONGER THAN STEEL OR BAMBOO
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SENSATIONAL VALUE !
$12.95 DELUXE MODEL
MARK IV LEVELWIND CASTING REEL
FISH KNIFE with SHEATH
5 pc DROPLINE FISHING OUTFIT
NEW! SUPER "88" AUTOMATIC DUAL DRAG SPINCAST REEL
DIP NET
PUSH BUTTON CASTING ANTI REVERSE NO BACKLASH
4 FAMOUS TROUT FLIES
NEW
50 NATURAL BAIT LURES
SURE SHOT ACTION WITH SHRIMP, MINNOWS, GRASSHOPPERS, MAYFLIES, BUMBLEBEES, CRICKETS, LEECHES
STAR DRAG
EACH ROD BALANCED TO PERFECTION
FIELD TESTED LURES
Proven the Deadliest Dozen Yet
CRAFTY LURES
SELECTED FROM WORLDS MOST POPULAR ALL TIME FAVORITES

COMPLETE! NOTHING ELSE TO BUY!

SELECTED FOR YOU BY EXPERTS. This choice fish-getting tackle used by thousands throughout the United States and Canada. Each item carefully chosen—everything you need for all types of fishing. Deadly lures that are all time favorites. A veteran angler or an occasional fisherman can be proud of this precision-built kit. You can go fishing at once. Compare! You may not find a bargain like this anywhere.

LOOK! YOU GET EVERYTHING SHOWN. Super "88" Spincast Reel • Comet X3C Bait Cast Reel • Argosy Direct Drive Trolling Reel • 5 ft. 2 pc. Fiber Glass Spin Cast Rod • 4 ft. Fiber Glass Bait Cast Rod • 3½ ft. Fiber Glass Trolling Rod • 6 ft. 2 section Bamboo Pole and 25 ft. Bank Line • 66 proven Deadly Lures • 5 pc. Furnished Line • 2 Floating Tackle Boxes with removable trays • Fish Knife and Sheath • 28 pc. Popping Lure Kit • Dip Net, Stringer, Split Shot, Clincher Sinkers, Snap Swivels, Assorted Hooks, Snelled Hooks, 3 Plastic Floats, 6—3 way Swivels, 6 Snaps, 12—36" Leader Strands (8# Test), and complete instructions. 411 pieces in all.

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YOU KEEP 2 FREE TACKLE BOXES REGARDLESS!

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☐ Ship C.O.D. I will pay C.O.D. charges & postage.
Ill. Residents please add 5% sales tax

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BIG VALUE!
FLOWERS-IN-THE-ROUND ALL-OCCASION ASSORTMENT
18 really deluxe large round cards. Excitingly different.

EXCITING!
CHRISTMAS EVERGREEN WREATH ASS'T.
25 charming folders, 7 different subjects. Wreaths frame winter birds, bells, Santa! Festive!

It costs you nothing to try

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for selling only 100 boxes of our famous Flowers in the Round All-Occasion Assortment. You make $1.00 for selling 1 box, $10.00 for 10 boxes, etc. You can make even more money showing our 80-page all color catalog of marvelous gift and household items. A few dollars or hundreds of dollars—it's yours. Just call on neighbors, friends and relatives in your spare time.

Cut out entire Business Postage Paid Reply Coupon Below—mail it today —and we will send you immediately, leading Greeting Card Box Assortments on approval—plus FREE money-making catalog. No experience necessary.

NEW!
"CUTE CHARMERS CHRISTMAS ASS'T"
Adorable little personalities to brighten the Holidays. 18 cards-6 different designs. Colorful, Whimsical!

NEW!
VALUE PACK GIFT WRAPPING ALL-OCCASION ASS'T.
20 gay, colorful, large sheets. Delightful!

Last year some folks made only $25 to $50 while others made $150—$250—$500 and more selling our entire line. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys greeting cards.

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Lovely Early American replica holds 6 full-size coasters.

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Solid hardwood rack with antiqued mahogany finish. Has 6 indispensable kitchen tools.

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CHEERFUL HOUSE, DEPT. D-15
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Fill in your name and address below—No stamp necessary

☐ Mr. ☐ Mrs. ☐ Miss

Please Print

Address _____ APT. NO. _____

City _____ State _____ Zip Code _____

If writing for an organization, give its name here _____

DO NOT CUT HERE ▼ JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

Postage Will be Paid by Addressee

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Cut Along Dotted Line

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